facebook can be used as a promotional tool - be aware of your privacy settings to work out what you are displaying in public, maybe hide facebook over using it to promote

default is public - 140 characters some times called microblogging, promote events, create online persona, create online persona, even attach pictures (twitpic), video (twitvid) you can do longer tweets - twitlonger

Photo promotion tool - Creative Commons licence

Video promotion tool

Video community pages

Video / Documentary TV style - Creative Commons Licence

Hi Def - video and series - TV like distribution

Rich Media CMS (content management system) Publish all media from desktop or mobile No HTML or CSS knowledge required Probably the best promotional tool at the moment Feeds can be brought in from a range of sources - flickr, twitter, rss and more Custom themes and domain names if required

The traditional Blog engine

Artist based simple CMS - need web server and some HTML/CSS knowledge

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Dribbble is show and tell for designers, developers and other creatives.

Sound & Music distribution

Music Artist Promotion tool

Great Article on Establishing and Maintaining you online identity